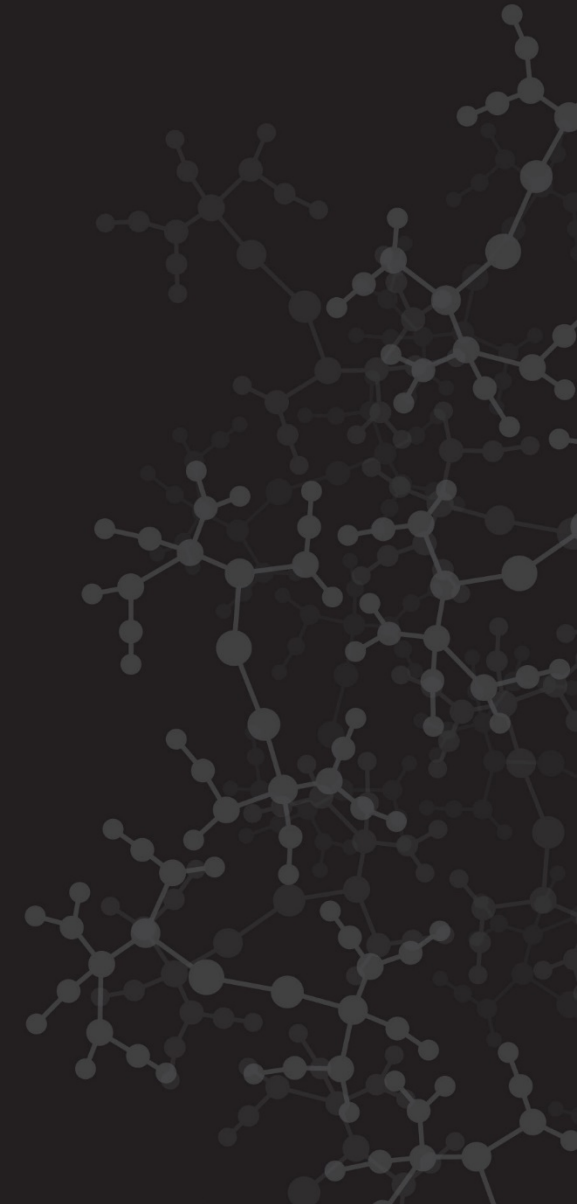


Writing for the Web for Healthcare

101: The Basics



How and Why We Read on the Web





Why Do We Go Online?

- Explore new subjects
- Access products and services and make purchases
- Find locations when walking or driving around
- Choose entertainment when/where we want it
- Connect with family and friends

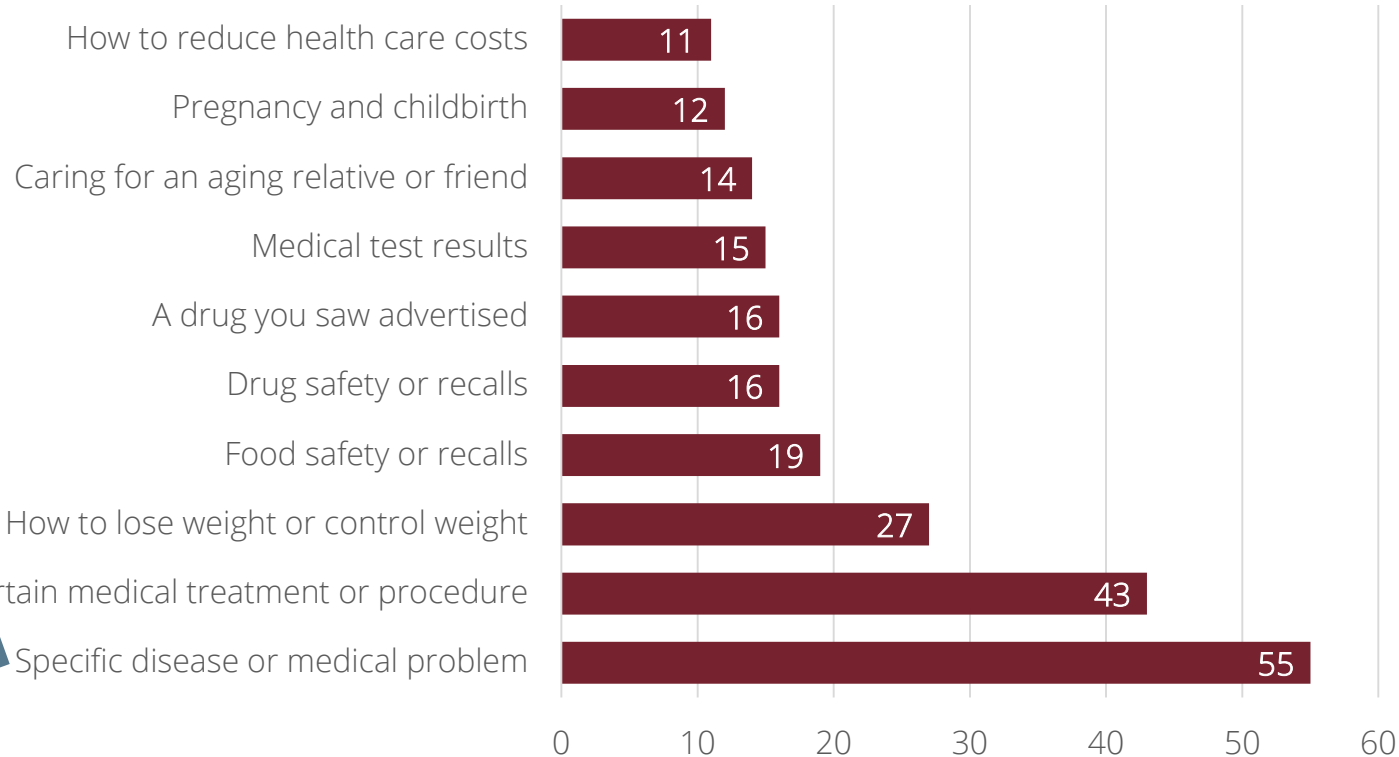


“Nobody cares about information for its own sake. ... The customer has a task they want to complete, a problem they want to solve.”

— Gerry McGovern
User experience expert

What Are We Looking For?

Percent of U.S. Adult Internet Users Who Have Looked Online in the Last 12 Months for Information About



1 in 4 people have used online physician ratings to choose a primary care physician.

How We Read Online



MAHConnection I Am Looking For...

About | Locations | Careers | How You Can Help

Care & Treatment Find a Provider Quality & Safety Patients & Visitors Classes & Events Medical Education

Home > Care & Treatment > Women's Health > Pregnancy & Birth

TEXT SIZE A A A

Women's Health

- Breast Care
- Gynecology
- Midwifery
- Pregnancy & Birth

Pregnancy & Parenting Classes
Bain Birthing Center
Labor & Delivery
Postpartum Care
Newborn Services
New Parent Support

Urogynecology
Women's Imaging

Meet our Providers

Pregnancy & Birth

Your pregnancy isn't like anyone else's. That's why you can count on the doctors, midwives and nurses at Mount Auburn Hospital to provide clinically excellent care that's tailored to your values, beliefs and needs. Discover why 2,700 Boston-area families choose to deliver at Mount Auburn Hospital each year.

Collaborative Pregnancy Care Providers

Choose a pregnancy and birth care provider that fits you:

- **Obstetrician** – Specializes in caring for women during pregnancy, labor and birth; have advanced training to manage complications and perform cesarean births
- **Certified nurse-midwife (CNM)** – Focuses on caring for and supporting women with low-risk pregnancies who desire low- or no-intervention births
- **Nurse practitioner (NP)** – Provides prenatal care in collaboration with obstetricians and CNMs

No matter which type of provider you choose, you'll have access to the expertise of the entire team. That's because our providers work closely together; doctors and midwives share offices. So you experience seamless care from your first prenatal appointment to the moment you welcome your baby at Bain Birthing Center.



Education, Resources & Choices

Find support for the birth you want from providers who take time to help you explore and evaluate your options. Take advantage of:

Tour Bain Birthing Center

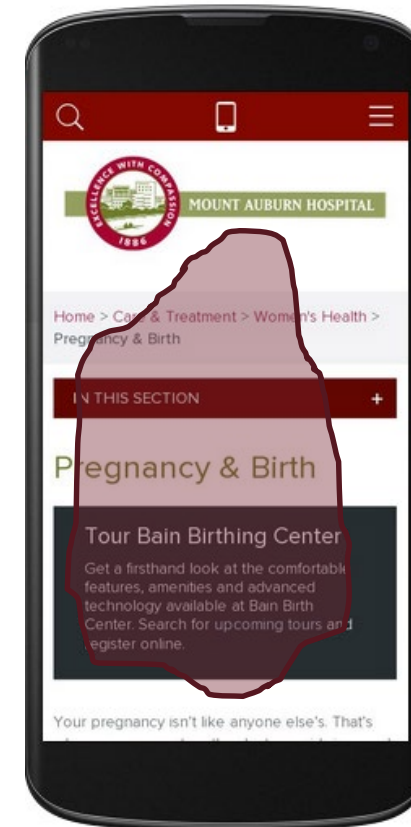
Get a firsthand look at the comfortable features, amenities and advanced technology available at Bain Birth Center. Search for upcoming tours and register online.

Related Providers

-  **Luke Chatburn, MD**
Obstetrics & Gynecology
-  **Annie S. Liaw, MD**
Gynecology, Obstetrics & Gynecology

[View More](#)

I Want To



How We Read Online

20 – 28%

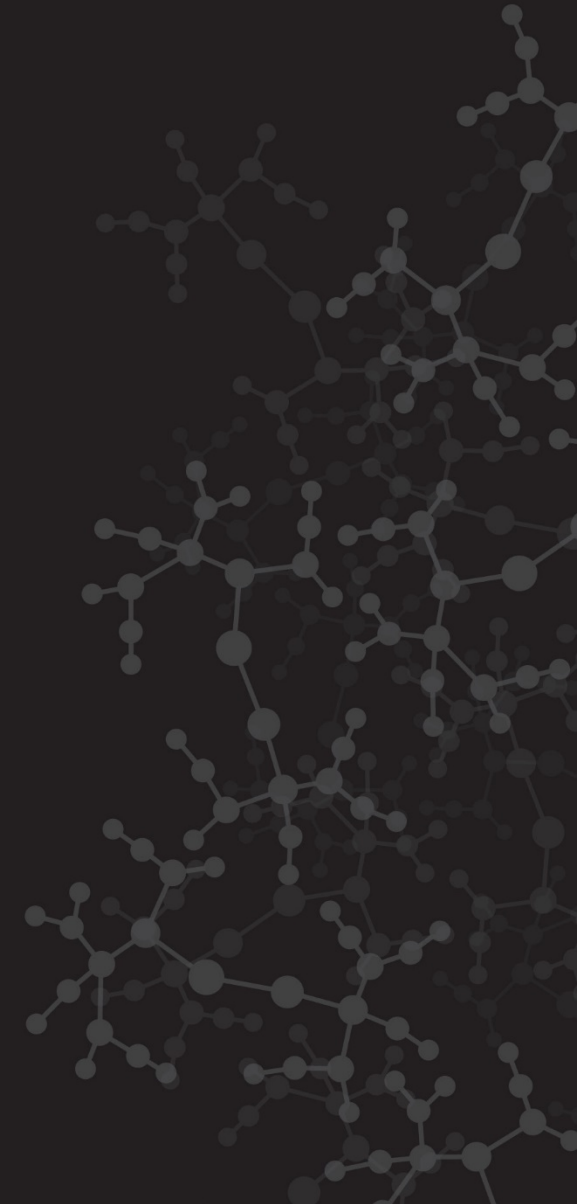
How much of your webpage
content users will actually read.

Source: <https://www.nngroup.com/articles/how-little-do-users-read/>





Three Steps to Great Web Writing





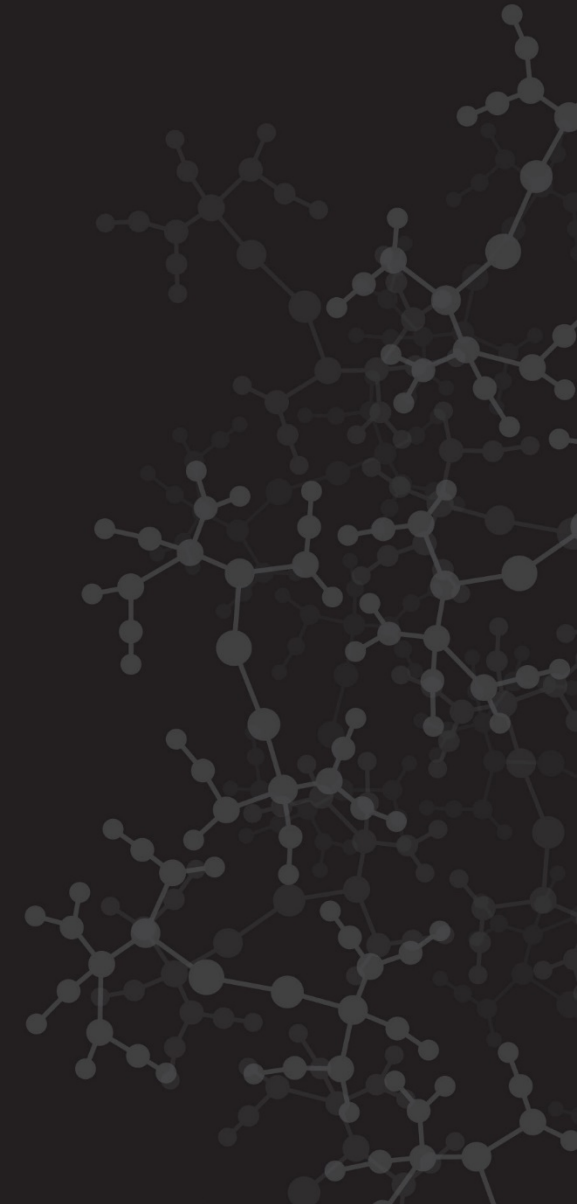
3 Steps to Great Web Writing

1. Keep it simple and scannable.
2. Focus on the user.
3. Make it easy to take action.



Step 1

Keep it Simple & Scannable





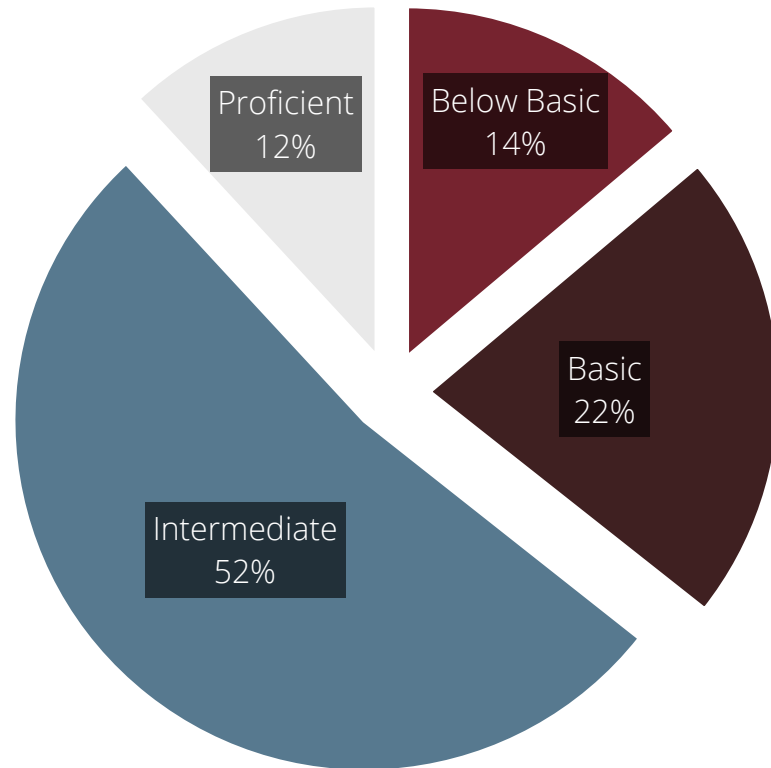
Keep it Simple

- Get to the point. Put the most important information first.
- Use everyday language.
- Explain any technical terms, abbreviations, and acronyms.
- Use an active voice.
- Eliminate ROT – redundant, outdated, or trivial content.



Keep it Simple

Health Literacy of US Adults



Health literacy

The ability to obtain, process, and understand basic health information and services to make appropriate health decisions.

Even people with strong literacy skills can face challenges when they're:

- Diagnosed with a serious illness and are scared or confused
- Not familiar with medical terms
- Interpreting numbers or risks to make a health care decision



Keep it Simple: Everyday Language

Instead of this	Try this
Hematological disorders	Blood disorders
Emergent and urgent aortic pathologies	Aortic disease
Percutaneous procedure	Minimally invasive procedure
Obstruct blood flow	Block blood flow
A very irregular fashion	Irregularly
Does not require use of	Doesn't use



Keep it Simple: Active Voice

Active Voice

The nurse called the patient.



Passive Voice

The patient was called by the nurse.





Keep it Simple: Active Voice

Passive

Therapists **are selected** by patients to best fit their clinical needs.

A treatment plan **is negotiated** with the patient that will accommodate work, school and/or family responsibilities.

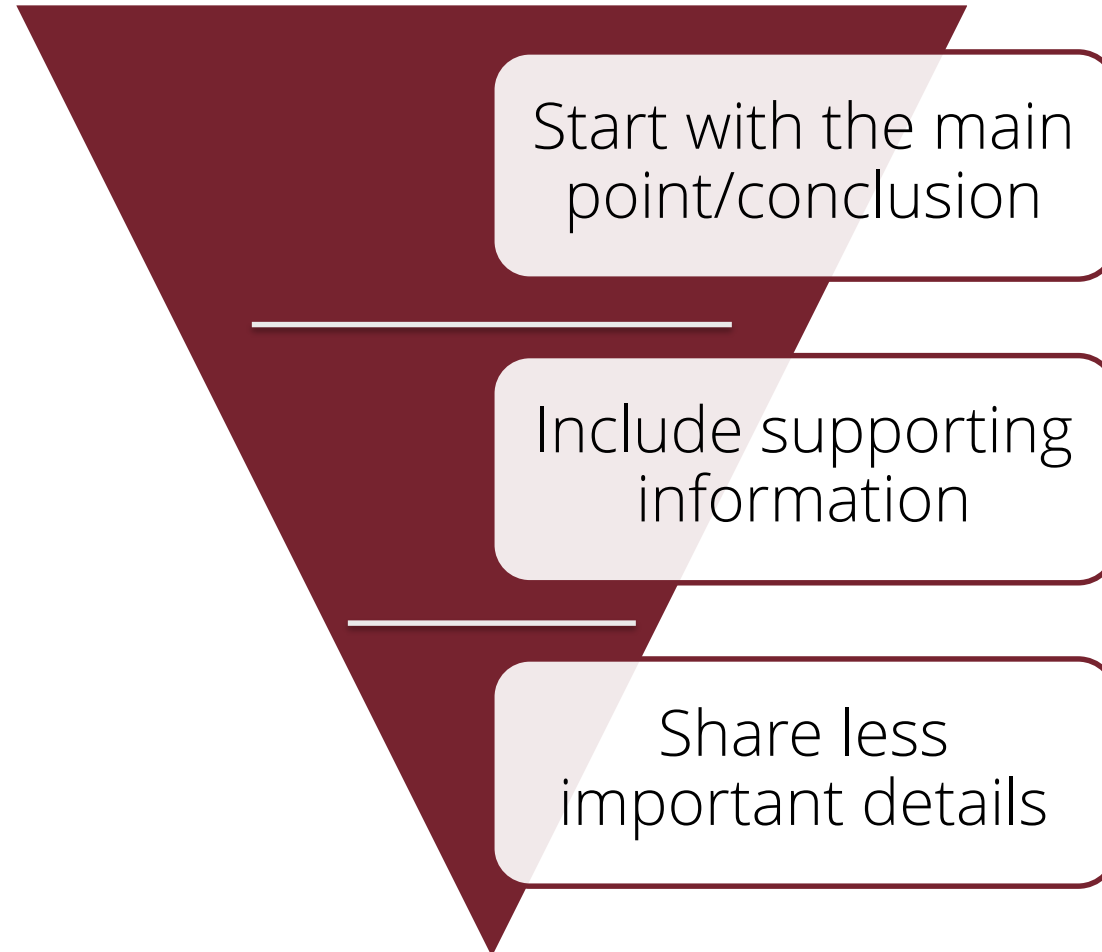
Active

Select a therapist who fits your clinical needs.

You'll work together to create a treatment plan that fits your work, school and/or family responsibilities.



Keep it Simple: Get to the Point





Keep it Simple: Get to the Point

Thyroid Cancer

With early diagnosis and prompt care, most thyroid cancers can be treated successfully. Trust Cone Health Cancer Center for expert, multidisciplinary care that helps you achieve the best possible outcome and maintain a high quality of life.

Multidisciplinary Thyroid Cancer Care

Receive coordinated care from a [multidisciplinary team](#) that includes cancer specialists as well as experienced endocrinologists and head and neck surgeons. Your team meets regularly to review your health and develop a well-rounded, customized care plan. Count on your nurse navigator for help understanding your options, coordinating medical appointments, and accessing resources.

Thyroid Cancer Treatments

Depending your condition, preferences and goals, your thyroid cancer care plan may include:

- [Radioactive iodine \(I-131\) therapy](#) – Deploys small doses of a radiation-emitting iodine isotope to destroy thyroid tissue, including thyroid cancer cells; administered as a pill or liquid
- [Thyroid surgery](#) – Physically removes all or part of the thyroid gland; usually the main treatment for thyroid cancer
- Targeted therapy – Uses medication that identifies and attacks cancer cells; usually administered in pill form

If thyroid cancer spreads to other parts of your body, your care plan may also incorporate chemotherapy and/or external beam radiation treatments. Learn more about cancer treatments at Cone Health Cancer Center.

Palliative Care

Take advantage of [palliative care](#) to help ease symptoms, including pain and difficulty swallowing, at any stage of treatment

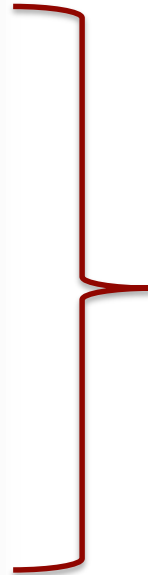
Thyroid Cancer Rehabilitation

Partner with our dedicated speech-language pathologist (SLP) to address issues related to your ability to speak and swallow. Meet with your SLP before and after surgery to learn how treatment may affect your voice and how therapy can help you achieve the best outcome.

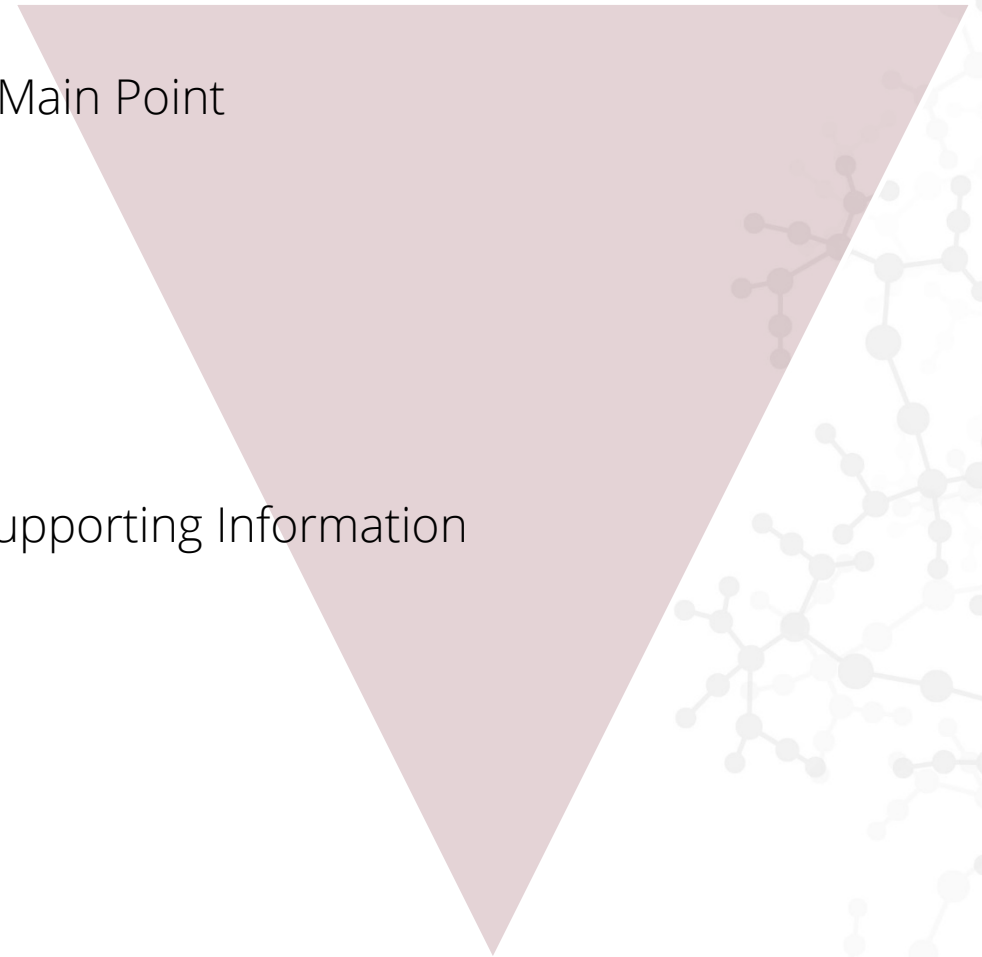
Learn more about [cancer rehabilitation](#) at Cone Health.



Main Point



Supporting Information





Keep it Scannable

- Cover one topic per page.
- Write short sentences.
- Keep paragraphs short – three sentences or less.
- Use bullets and numbered lists.
- Use straightforward headlines and subheads.





Keep it Scannable: An Example

Low-Vision Services

According to the National Eye Institute, low vision is defined as a visual impairment that cannot be corrected by medical or surgical intervention and is severe enough to interfere with the performance of daily living, but allows some usable vision.



Low-vision impairments may be caused by glaucoma, macular degeneration or diabetic retinopathy. Some neurological diagnoses also may cause visual impairments that interfere with abilities to perform daily activities, including stroke, brain injury or multiple sclerosis.

Our Low-Vision Rehabilitation program provides a new option for these patients. Each patient is evaluated by an occupational therapist specially trained in low-vision therapy. A therapy plan and goals are then developed to meet each patient's individual needs. Our therapy focuses on enabling patients with visual impairments to safely and independently complete daily living tasks compromised by vision loss.

Individuals who are experiencing low vision should see their physician, ophthalmologist or optometrist for an evaluation. A physician referral is required for evaluation and treatment in our low-vision program.

What is low vision?

Causes of low vision

Low-vision rehabilitation program services

Get an eye evaluation

Keep it Scannable: An Example



Low-Vision Services

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VS.

Low-Vision Services

When you're diagnosed with low vision, learn how to make the most of your eyesight with Cone Health's low-vision rehabilitation program.



What is Low Vision?

You have low vision if you experience a partial vision loss that can't be corrected by glasses or surgery. Low vision makes it difficult for you to accomplish everyday activities such as:

- Pouring liquids, setting dials on the stove, chopping food and other household tasks
- Reading small print
- Recognizing people when they're close
- Seeing steps, stairs or curbs
- Writing checks or filling out forms

Causes of Low Vision

Low vision may be caused by conditions such as:

- Age-related macular degeneration (AMD)
- Diabetic retinopathy
- Glaucoma
- Neurological conditions, such as stroke, brain injury and multiple sclerosis

Low-Vision Rehabilitation Services

Partner with an [occupational therapist \(OT\)](#) specially trained in low-vision therapy to develop an individualized plan to help you live safely and complete

Find an Ophthalmologist

If you're experiencing symptoms of low vision, make an appointment with a Cone Health Medical Group [ophthalmologist](#) for a comprehensive eye examination.

Clear subheads

Short sentences & paragraphs

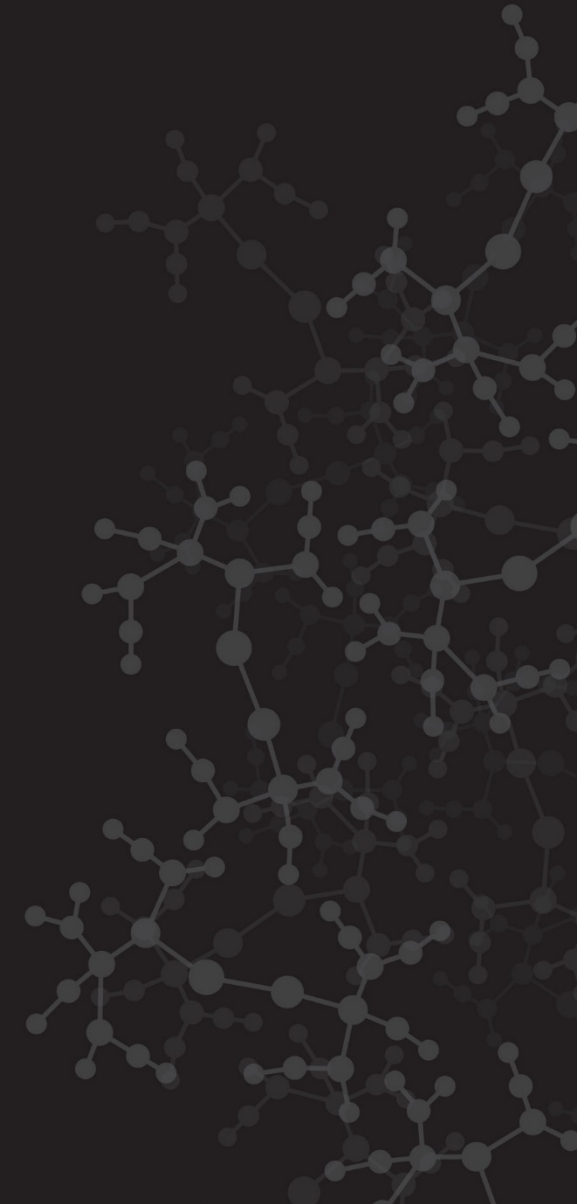
Bulleted lists

Callout box



Step 2

Focus On the User





Focus On the User

Ask...

- WHO is your user? Who are you talking to?
- What does your user want to know?
- How will your service or product make your user's life better or easier?
- What do you want users to do after visiting your website?



Focus On the User

Speak TO your users, not AT them.

- Address the user directly; write in second person.
- Be warm and conversational.
- Remain sensitive.
- Anticipate and answer your users' questions.
- Focus on benefits, not features.



Focus On the User: An Example

We offer minimally invasive total knee replacement.

What does that mean for me?

The surgeon doesn't have to cut as much of the tissue around your knee.

What does that mean for me?

You'll experience less pain and scarring, and you'll recover faster.



Focus On the User: An Example

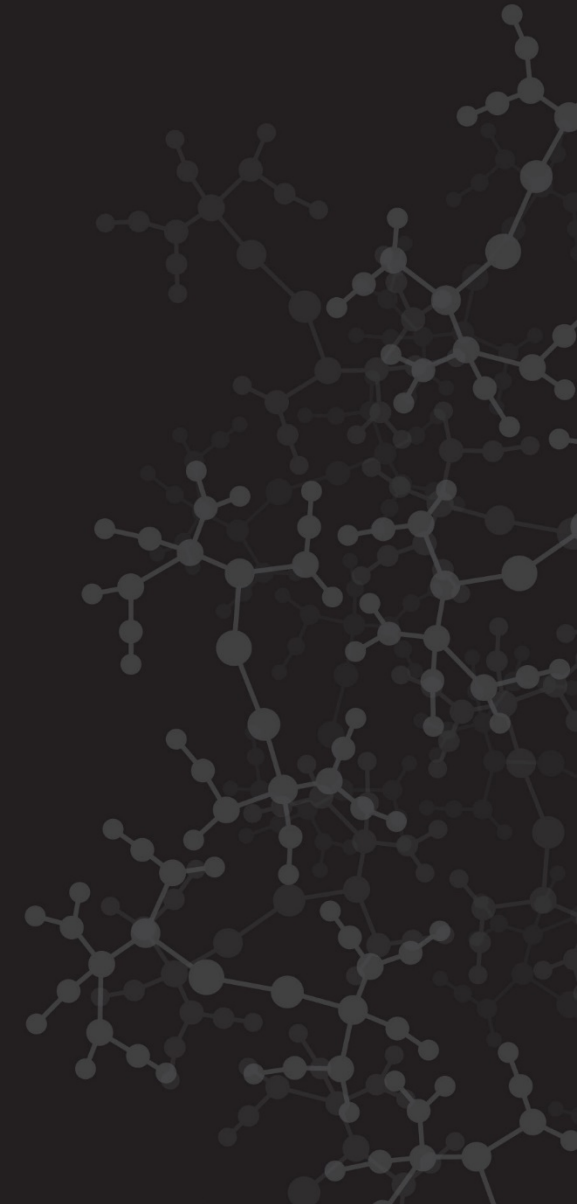
When surgery is your best option, **choose** a minimally invasive knee replacement procedure at Benefit Health System.

Your expert surgeons **use** a small incision, affecting less tissue around your knee, so you **experience** less pain and scarring. That means you'll **enjoy** a quicker recovery and get back to the activities you love sooner.



Step 3

Make It Easy to Take Action





Make it Easy to Take Action

On every page, include a **call to action (CTA)** that's:


- Clear and concise
- Relevant to the page and audience
- Prominently displayed
- Trackable whenever possible

Start Feeling Better

Make your appointment with an Avera integrative medicine provider today.

605-322-3241

Genesis Cancer...



Take a Virtual Tour

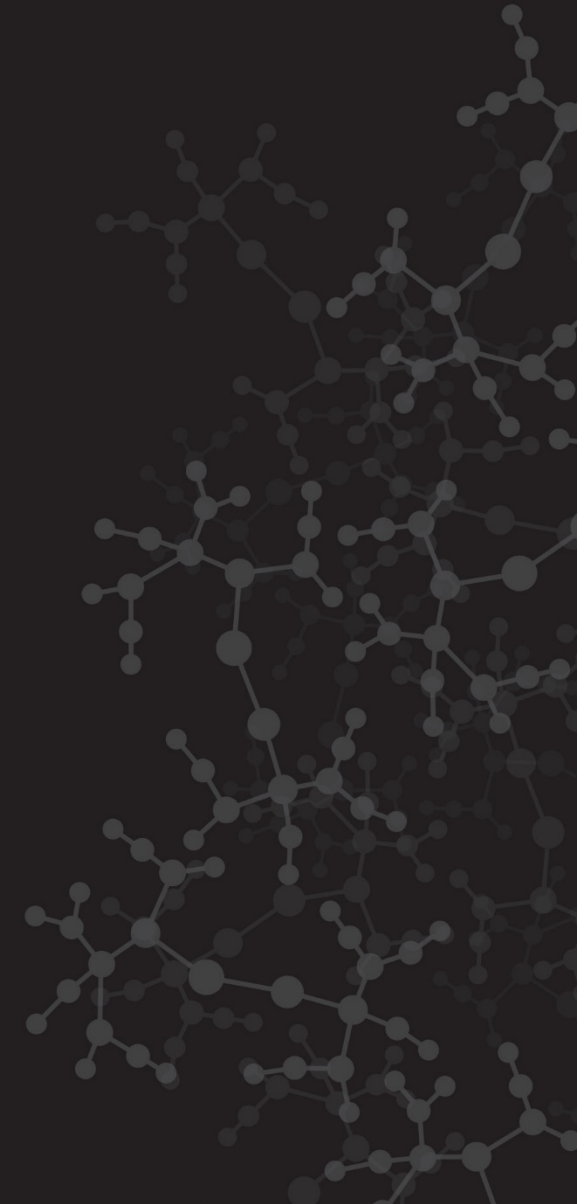
Explore the homelike environment you'll enjoy at Genesis Cancer Care Center.

APPLY TODAY

Take the first step toward your future in nursing. Learn **how to apply** for your program of choice.



Wrap Up





3 Steps to Great Web Writing

1. Keep it simple and scannable.
2. Focus on the user.
3. Make it easy to take action.

Get a Content Checkup!

Learn how to make the most of your content during a free one-on-one consultation with a member of Geonetric's expert content team. You can use the consultation to:

- Get expert feedback and suggestions on a page of your current site copy
- Answer your top web copy questions
- Explore recommendations for improving conversions, user experience and search engine optimization efforts

geonetric.com/checkup

“Geonetric’s content team is incredibly professional and shared lots of expertise. We really valued their recommendations, direction, and suggestions.”

Sara Cushing, Marketing Program Manager at Cape Cod Healthcare



Check Out Our Next Content Webinar!

Learn how to make simple tweaks to your web content to improve your site's SEO.

We'll talk about:

- How content impacts Google rankings
- Effective use of keywords
- Writing metadata
- And more!